

MOBILE MARKETING THAT DRIVES CUSTOMERS TO YOUR DEALERSHIP



141 AVERAGE MINUTES
A DAY ADULTS SPEND
USING MOBILE DEVICES ¹



MORE THAN
40% OF TRAFFIC TO
CARS.COM IS FROM
MOBILE DEVICES ²



MOBILE USAGE WILL
EXCEED DESKTOPS BY
2014 ³

49%


OF CARS.COM VISITORS ACCESS AUTOMOTIVE CONTENT
WHILE AT A DEALERSHIP VIA THEIR SMARTPHONE PRIOR
TO PURCHASING THEIR VEHICLE. ⁴



**"HIGHEST RANKED THIRD-PARTY
AUTOMOTIVE MOBILE AND WEB SITE."** ⁵



Cars.com delivers an award-recognized consumer experience that leverages the power of mobile to build sales. Connect with your sales representative to learn more about the J.D. Power study and to see how you can leverage the power of mobile to help put shoppers on your lot.

1. eMarketer, July 2013
2. Cars.com Internal Site Data 2013
3. eMarketer, July 2013
4. J.D. Power 2013 New Autoshopper Study™
5. J.D. Power 2013 Automotive Mobile Site Study™

Cars.com received the highest numerical score in the proprietary J.D. Power 2013 Third-Party Automotive Mobile and Website Evaluation Studies™. Results based on 4,248 (website) and 9,465 (mobile site) consumer responses, measuring usefulness of websites and mobile sites by new and used vehicle shoppers. Proprietary study results are based on experiences and perceptions of owners surveyed from January-February 2013 (website) and August 2013 (mobile site). Your experiences may vary. Visit jdpower.com for more information. Cars.com received the highest numerical score in the proprietary J.D. Power 2013 Third-Party Automotive Mobile and Website Evaluation Studies™. Results based on 4,248 (website) and 9,465 (mobile site) consumer responses, measuring usefulness of websites and mobile sites by new and used vehicle shoppers. Proprietary study results are based on experiences and perceptions of owners surveyed from January-February 2013 (website) and August 2013 (mobile site). Your experiences may vary. Visit jdpower.com for more information.